

EXHIBIT A

2019 Annual Report for the Oxbow BPAA (per California Streets and Highways Code Section 36533)

Required Components of Annual Report for the Oxbow Business Promotions Area
January 1 – December 31, 2019

California Streets and Highways Code Section 36533

The California Streets and Highways Code Section 36533 require that the annual report for the Oxbow BPAA contain the following information:

1. Any proposed change in boundary of area or benefit zone, or parcel classification.

Response: No changes to boundaries or classifications are proposed.

2. Improvements and activities to be provided for the January – December 2019 fiscal year.

Response: The Streets and Highways Code Section 36513 defines “activities” to include all of the following:

- promotion of public events which benefit assessed businesses and which take place on or in public spaces within the benefit zone;
- furnishing of music in any public place in the benefit zone;
- promotion of tourism within the benefit zone; and
- activities which benefit businesses located and operating in the benefit zone.

In 2018, the anticipated assessment revenue for the Oxbow BPAA is \$40,400. The NDA will combine this revenue with other revenue (see Exhibit “C” to Attachment 1) to produce the following activities that correlate to the requirements above:

Promote Public Events and Furnish Music in the Benefit Zone:

Promote three events: 1) “Napa Live: Inside and Out” (to be held in July, August, September, and October); 2) “Blues, Brews & BBQ” (August); and 3) “Hometown Halloween” (October). All of these events take place within the Oxbow BPAA. While all businesses in the area receive a general benefit from the Oxbow BPAA activities, businesses who pay the 40 percent Oxbow BPAA assessment receive a special benefit of free booth space at events hosted by the NDA, which normally cost \$350 per restaurant booth and \$200 per wine booth. On average, Oxbow BPAA businesses are given six free booths per year.

EXHIBIT A

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All of the above events occur within the Oxbow BPAA. While all businesses in the area receive a general benefit from the Oxbow BPAA activities, these events specifically result in more than 140 hours of activity located within the Oxbow BPAA, which in turns allows for generation of sales during these time periods that would otherwise not have taken place save for the events. These events would not occur without the DNA securing permits, arranging the entertainment, and obtaining the appropriate licenses. Line items associated with these activities include event entertainment, alcoholic beverages, supplies/materials, permits, and contract services as shown in the 2018 budget (see Exhibit “B” to Attachment 1).

Promotion of Tourism within the Benefit Zone

The DNA works to ensure that Oxbow businesses are featured on printed materials such as “The Napa Wine Tasting Card” and the “Shop Downtown Napa Guide,” both of which are distributed broadly and promoted on the DoNapa website and numerous print and on-line publications. Line items associated with these activities include advertising, contract services, printing and reproduction, and supplies/materials as shown in the 2018 budget (see Exhibit “B” to Attachment 1).

Program Management and Support

To carry out the event activities, the pedestrian signage program, holiday decorating, business outreach and facilitation, and marketing/tourism support – all of which benefit Oxbow BPAA businesses –proportional expenses, associated with payroll, rent, insurance, taxes, and utilities, as shown in the 2018 budget (see Exhibit “B” to Attachment 1) are attributed to the Oxbow BPAA.

3. Estimate of cost to provide the improvements and activities for the year:

Response: The estimated cost to fund the Oxbow BPAA share of items listed above is \$130,630. The Oxbow BPAA will contribute \$40,400 and the balance will be funded by other sources. Every assessment dollar will leverage \$2.23 from other sources.

4. Method and basis of levying assessment.

Response: The assessments for the Oxbow BPAA shall be levied in an amount equal to 40 percent of the business license tax (imposed on each business pursuant to Napa Municipal Code Chapters 3.29 Oxbow Business Improvement Area and 5.04 Business Licenses Generally).

5. Amount of any surplus or deficit revenues to be carried over from previous fiscal year.

EXHIBIT A

2019 Annual Report for the Oxbow BPAA (per California Streets and Highways Code Section 36533)

Response: \$107,000 will be carried over from 2017 into 2018.

6. Amount of any contributions to be made from sources other than assessments levied pursuant to this part.

Response: The budget estimates that the amount of all contributions to Oxbow BPAA expenditures from sources other than the assessments levied total \$90,230 (as depicted in Exhibit "C" to Attachment 1).

7. The Board of Directors of the NDA serves as the Advisory Board to the Oxbow BPAA. For 2018, the NDA Board of Directors and their respective affiliations are:

Steve Pierce, President - Executive Room
Tom Finch, Vice President - Filippi's Pizza Grotto
Sara Brooks, Past President - Napa River Inn
Ruth Appleby, Bank of Napa
Celeste Carducci, Uncorked at Oxbow/ McClelland – Priest Bed & Breakfast
Naomi Chamblin, Napa Bookmine
Allison Hallum, Eiko's
Bill La Liberte, Oxbow Public Market
JB Leamer, Jax White Mule Diner
Anette Madsen, Anette's Chocolate
Craig Smith, Executive Director

EXHIBIT A
2017 Budget to Actuals
for the Oxbow BPAA and the DBPTA

Income		
	Budget	Actuals
Oxbow Promotional Assessment	40,300	35,115
Downtown Promotional Tax	117,100	112,321
Main Street Registration Fee	25,600	17,109
PBID Administration	54,000	54,000
Commercial Vendors	2,000	11,084
Wine Tasting Card	13,500	35,530
Event Co-op Fees		1,500
Alcohol Beverage Sales	146,160	82,800
Sponsorships	136,500	91,000
Bank Interest	45	66
Total Income	535,205	440,524
Expense		
	Budget	Actuals
Job Fair	6,000	0
Printing	500	0
Contributions	1,000	1,000
Trolley		2,200
Supplies/ Materials	23,015	29,894
Collateral	1,398	7,521
Event Entertainment	80,204	47,194
Alcoholic Beverage	50,394	42,400
ABC Permit	450	250
Accountant	6,000	6,521
Advertising	81,830	59,376
Bank Charges		440
Contract Services	82,913	92,104
Dues/Subscription		2,066
Employee Payroll	126,520	113,955
Federal Taxes		189
Franchise Taxes		97
Insurance	32,840	23,914
Offices Supplies		1,988
Permits and Licenses	49,142	1,498
Postage/Box Rental	400	945
Printing and Reproduction	2,800	11,818
Rent	12,310	8,460
Storage Unit	0	2,952
Telephone	5,900	4,527
Travel/Expenses		450
Hard/software maintenance	6,200	3,297
Total Expense	569,816	465,056
Net Ordinary Income	-34,611	-24,533
Other Income		
Shop Napa Guide		10,160
Total Other Income		10,160
Net Income	-34,611	-14,373

EXHIBIT A

2018 Budget for the Oxbow BPAA and the DBPTA

Income	
Oxbow Promotional Assessment	30,000
Downtown Promotional Tax	113,000
Carryover from 2017	107,000
Main Street Registration Fee	19,275
PBID Administration	54,000
Commercial Vendors	9,000
Wine Tasting Card	36,000
Alcohol Beverage Sales	107,000
Sponsorships	100,900
Bank Interest	18
Total Income	576,193
Expense	
Contributions	1,000
Supplies/ Materials	20,396
Collateral	7,400
Event Entertainment	67,850
Alcoholic Beverage	39,090
Porta-Potties	500
ABC Permit	800
Accountant	5,500
Advertising	52,900
Bank Charges	480
Contract Services	84,760
Dues/Subscription	1,800
Employee Payroll	118,548
Franchise Taxes	96
General Membership Meeting	400
Insurance	23,782
Offices Supplies	828
Permits and Licenses	10,100
Postage/Box Rental	1,782
Printing and Reproduction	10,000
Rent	12,210
Telephone	6,000
Travel/Expenses	466
Hard/Software maintenance	6,000
Reserve Fund	75,000
Total Expense	547,688
Net Ordinary Income	28,505
Net Income	28,505

EXHIBIT A

2019 Budget Estimate of Revenue Contribution to the Oxbow BPAA and DBPTA

**2019
Projected
Tax and
Assessment
Revenue**

Oxbow Promotions Assessment	\$40,400
Downtown Promotion Tax	\$121,200
Total	\$161,600

** 2017 Assessment and Tax rates were negatively impacted by the fires. 2019 Budgeted amounts are based on a return to normalcy as well as new business openings.*

25% = Oxbow 'percentage share"

The DNA will budget 25% of the following revenue sources (except for PBID Admin Costs) for expenditure in the Oxbow BIA.

Other Income Used by the NDA	Other Total Income	Oxbow Percentage Amount of Total	
PBID Admin	\$54,000	\$27,000	<i>PBID Administrative Costs (50% of total instead of 25%)</i>
Commercial Vendors	\$9,000	\$2,250	
Wine Tasting Card	\$36,000	\$9,000	
Alcohol Beverage Sales	\$107,000	\$26,750	
* Sponsorships	\$100,900	\$25,225	
Bank Interest	\$18	\$5	
Total	\$306,918	\$90,230	<i>equals outside revenue budgeted for Oxbow BPAA expenditures</i>
		\$40,400	<i>plus projected Oxbow BPAA Assessment amount</i>
		\$130,630	Total expenditures within the Oxbow BPAA

** Includes contributions from TID and PBID, reflecting overlapping strategies and goals.*

\$90,230 Divided by 40,400 equals \$2.23

For every \$1 of assessment in revenue spent, DNA is expending and additional \$2.23 in the Oxbow.

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BOUNDARY MAP for the Oxbow BPAA

